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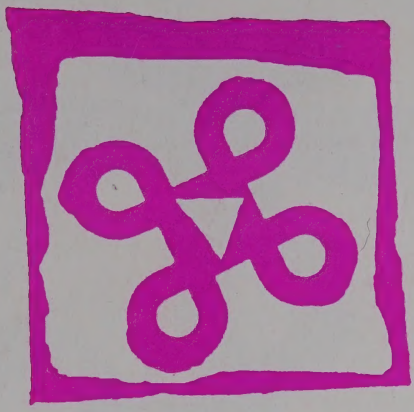

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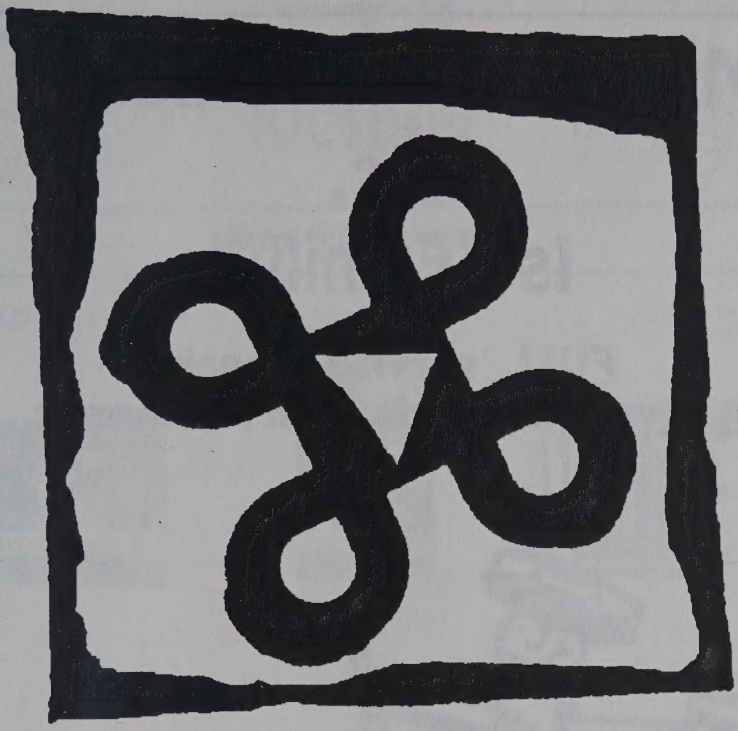
5th Annual Southeast Lesbian & Gay Business Expo '93



THE BUSINESS EXPO LOGO INCORPORATES THE INTERNATIONAL SYMBOL FOR CONFERENCING WITH OUR TRIANGLE, EXPANDING AND GROWING AS OUR BUSINESS COMMUNITY "NETWORKS WITH PRIDE."

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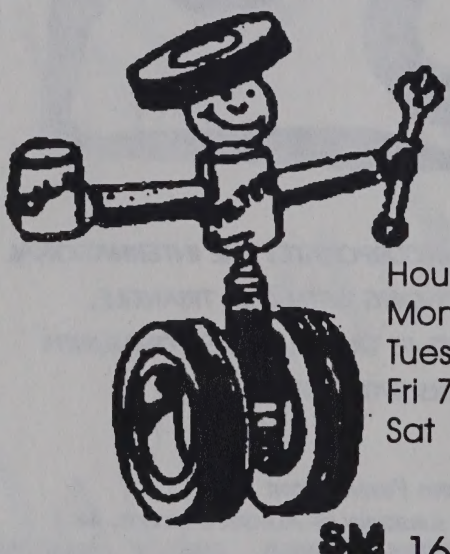

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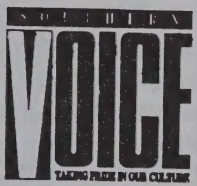

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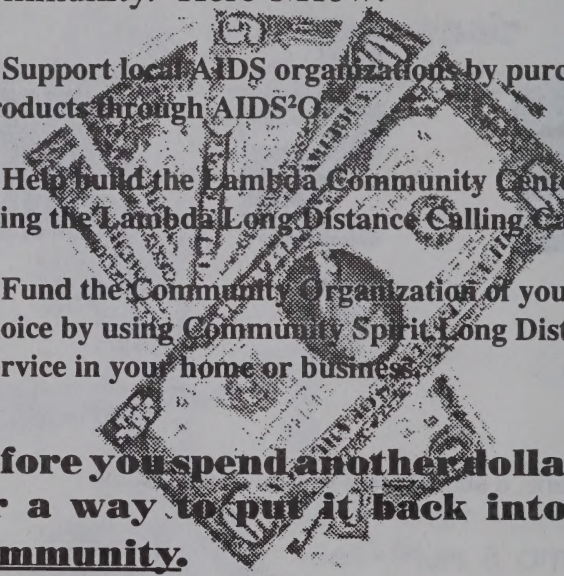

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"Getting Our Money Out Of The Closet To Network With Pride"

The purpose of the Expo is to provide visibility and access to businesses wanting to attract "gay money." This effort highlights gay and lesbian owned or operated businesses, but specifically does not exclude friendly "straight" owned or operated businesses. As a result a variety of businesses are represented at this year's Expo; everything from dentists to ornamental iron artists and a rich variety of community organizations - including the Pride Committee and the Gay Games.

The Expo's rallying cry to attendees this year has been: GET YOUR MONEY OUT OF THE CLOSET! Every economic decision can be a political one, and this is especially true with gay consumers; 92.1 percent of whom, a recent survey revealed spent their money with businesses known to be sensitive to the community and 79.3 percent of whom said they chose to spend this money based on specifically directed marketing efforts. In this year of the dangled carrot of domestic partnership and over 100,000 attendees at Pride and over 1 million in Washington, the Expo's goal has been to "Network With Pride" and let the City of Atlanta and nation see our numbers with dollar signs in front of them. To this end the Expo has expanded beyond downtown to a larger venue with exhibitors coming from well beyond the perimeter and advertising in this directory coming from as far away as Hawaii.

This *Community Resource Directory*, published in association with the event, lists both exhibitors, advertisers and community resources. Extra copies are available for a nominal fee. As always, the Expo remains one of the best bargains around for exhibitors and consumers alike. Proceeds go towards producing the next year's event and to help fund the Fourth Tuesday, Pat Hoban Scholarship Fund. This year's event also sees the inception of non-profit community organization booth space at cost to their sponsors and co-op booth spaces targeting new and small businesses. Look for the ever increasing visibility and success of these and all of our old favorite businesses and organizations exhibiting at and advertising with this year's Expo as you "BUYCOTT" AND GET YOUR MONEY OUT OF THE CLOSET.

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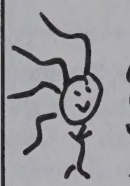
"Thanks Are Never Enough"

The Expo Committee wishes to thank our sponsors **Lazer Age, Southern Voice, ETCetera Magazine and Aurora Magazine** without whose support a community event such as this could never be possible. Once again this year, **Friends** provided outreach to the African American community on a national level and **The Otherside** hosted the Reception Party following the business expo.site.

Out In Atlanta again provided up to the minute exposure through interviews and the production of Public Service Announcements used on local television stations and on national cable channels. As the Expo continues to grow, so too does the broad support; along with Aurora Magazine new supporters included **OOTC Clothes and Horizon Screenprinters, Aghaei Catering and HLM Services, the Alliance Theater Company and 14th Street Playhouse, and AIDS²O Charitable Trust and Bug Busters Pest Control and Turf Doctor Lawncare.**

As this is a total year 'round volunteer effort, individual efforts are too numerous to mention, with the exception of Cathy McHenry, of Fourth Tuesday, whose initial vision and dedication set the tone for the committee's continued work and boundless energies.

Finally, thanks to all the volunteers the day of the event and to the staffs of all our sponsors, supporters, and Freeman Decorating Company. Special thanks to the "patient partners" of all the committee members and to all prior Expo committee members who provided the necessary help and understanding. Thank you all again!



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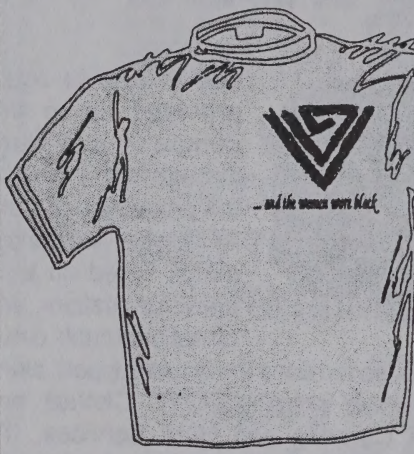

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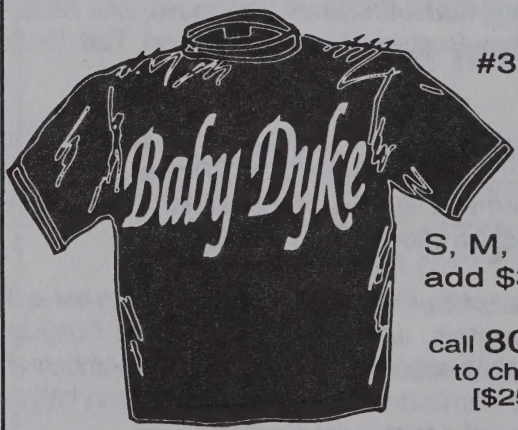

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Fourth Tuesday

Fourth Tuesday, Inc. is a non-profit membership organization of lesbians from all backgrounds, coming together with the common purpose of creating and sustaining a safe and supportive environment in which to explore our concerns as lesbians, develop, share, and enjoy our strengths and resources, and experience positive images of ourselves through social, recreational, educational, and professional activities. Dinner programs are held on the 4th Tuesday of every month providing topics of interest to the lesbian community.

In the Beginning

Fourth Tuesday began in 1982 with two women making a lunch date. They met at work while conducting business, recognizing each other as part of the lesbian community, and agreed to have lunch on the fourth Tuesday of october. Each woman invited a friend, and the four enjoyed the social networking so much they set a second date the following month. Six women met the fourth Tuesday in November. As they continued the pattern, the group quickly grew to large for lunch. They began to meet for dinners in the back room of a Chinese Restaurant on North Highland Avenue. A local travel agent volunteered to show slides from a recent trip and programs were added to the dinner agenda. Individuals began to see positive results both socially and professionally. The group has expanded over the years to as many as 500 active members.

Today and Tommorrow

Fourth Tuesday offers the opportunity to meet interesting women of all ages through social gatherings and networking. The monthly newsletter, *The Fourth Tuesday Forum*, provides a calendar of events, articles, reviews and community news to our members. It is also a source for our members to advertise goods and services and to exchange information.

Our *Special Events Committee* hosts a variety of activities, including dances, casual get-togethers and outdoor adventures.

The "Mighty Fine People" of the *Education Committee* offer us workshops, field-trips and other informative activities.

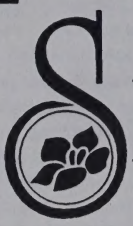
Our *Political Community Liaison* and her committee link us to other Lesbian and Gay organizations on local and national levels.

The *Program Committee* schedules our monthly dinner activity providing us with entertainment and interesting speakers. Past guests have included: Rita Mae Brown, Lea DeLaria, Katherine V. Forrest, Judy Dulgacz, Pamela Parker, Christine Burton, Deb Price, and Amanda Kyle Williams.

Fourth Tuesday is again proud to be associated with the annual *Southeast Lesbian and Gay Business Expo.*

Membership is open to all to all lesbians. We have several categories to choose from: Single, Household, and Student/ Hardship. All memberships include *The Forum*, discounts at sponsered events and the opportunity to serve on any committee.

For more information about any of Fourth Tuesday's activities call the hotline at: (404) 662-4353.



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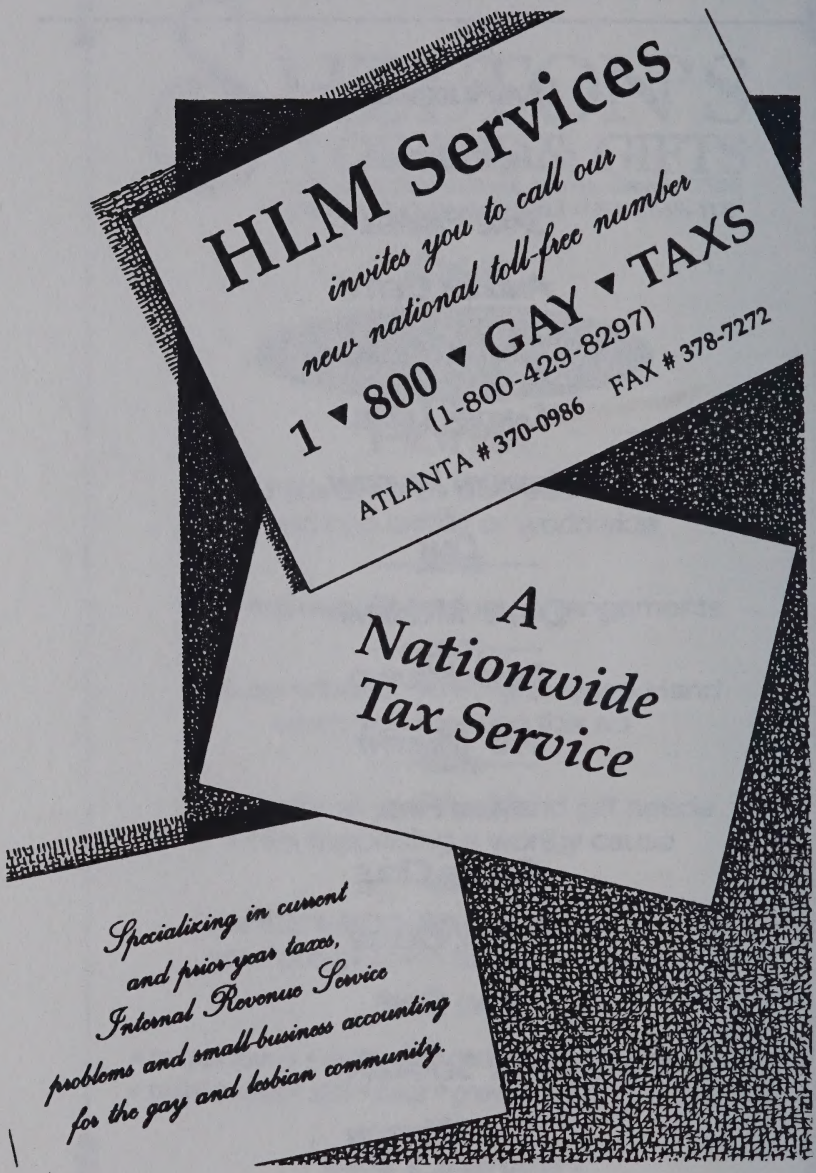
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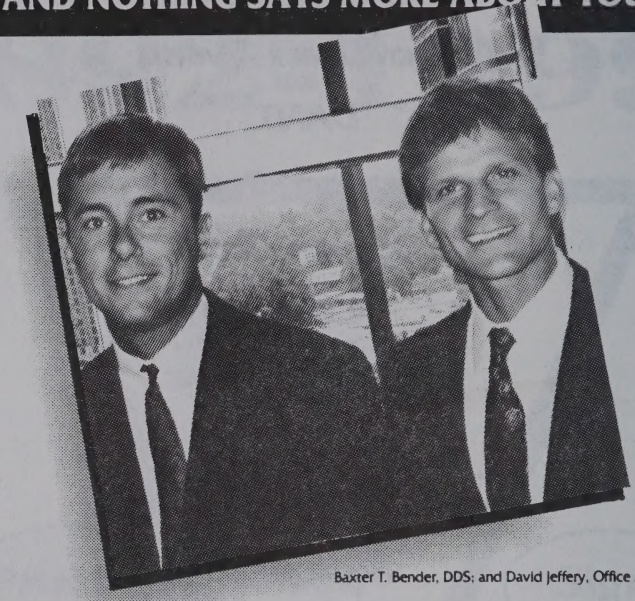

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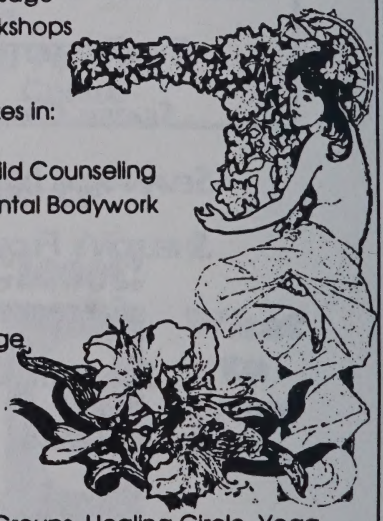

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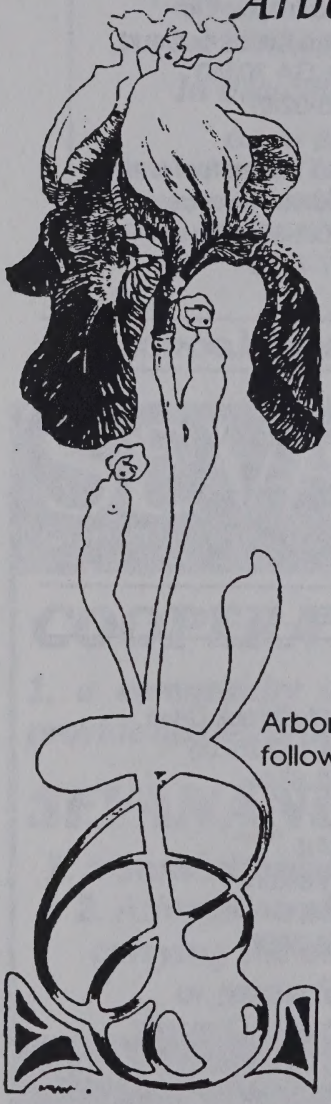

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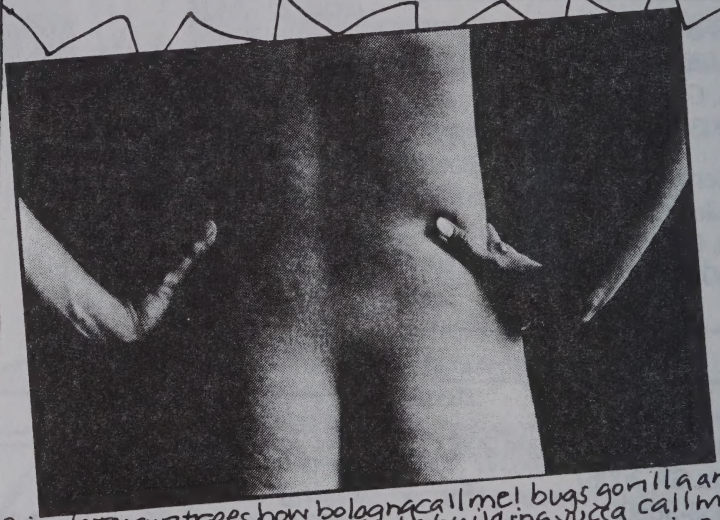

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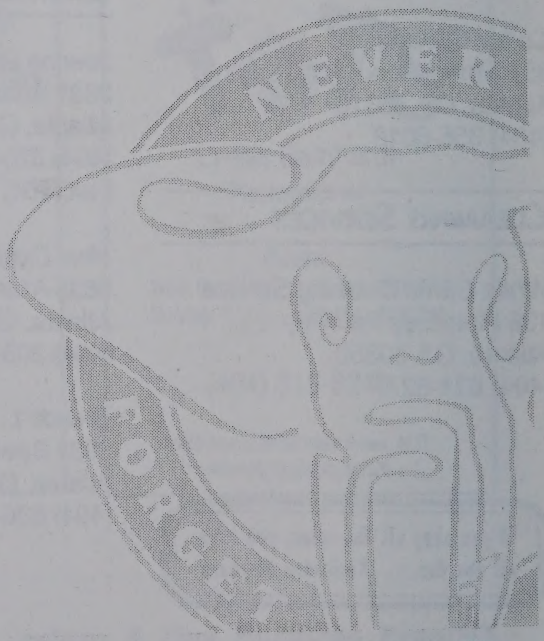

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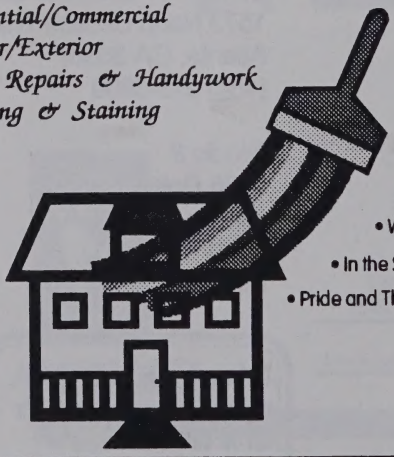

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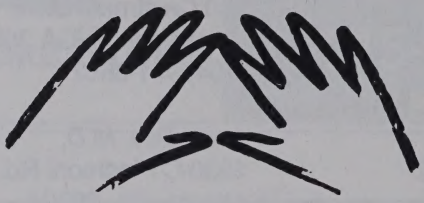

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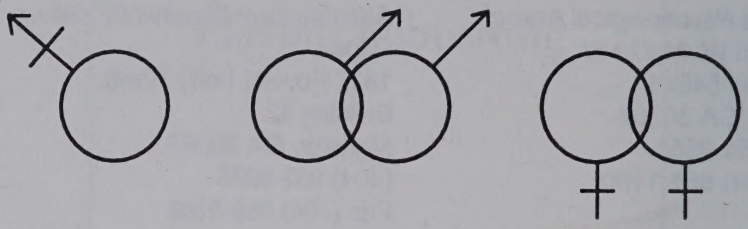

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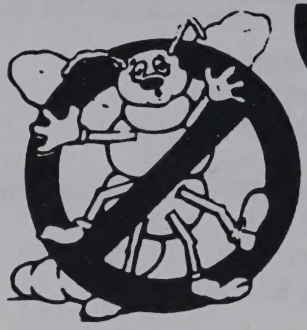

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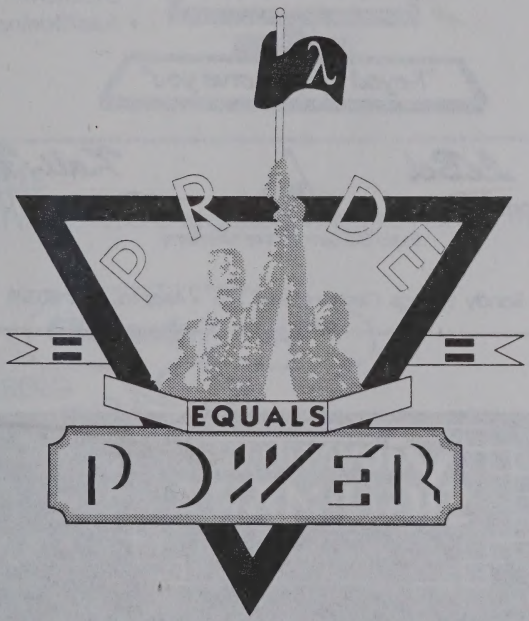

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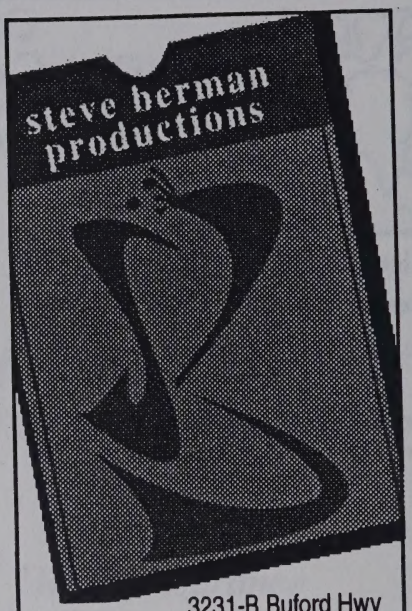

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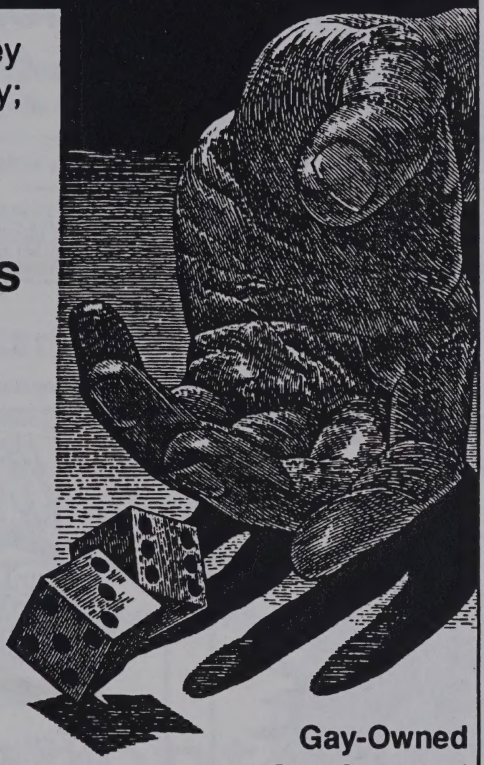

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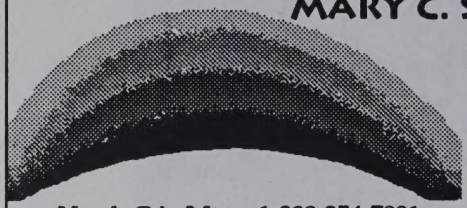

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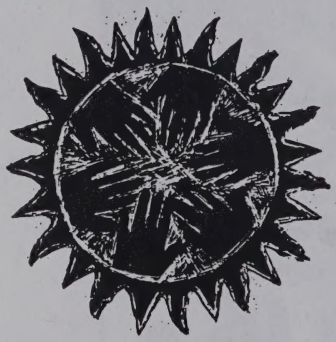

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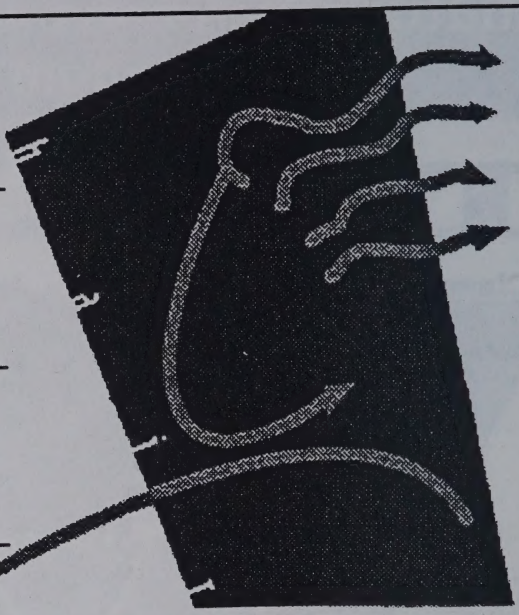

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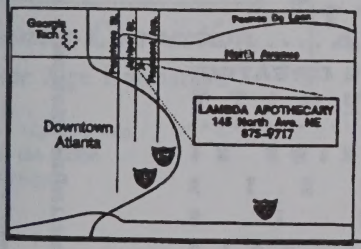

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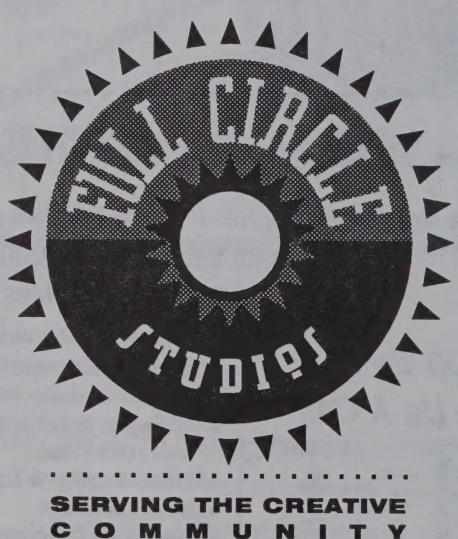

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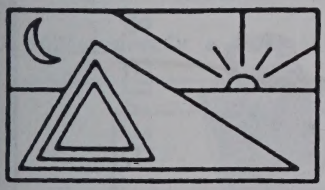

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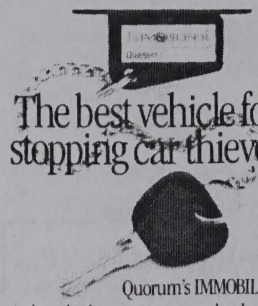

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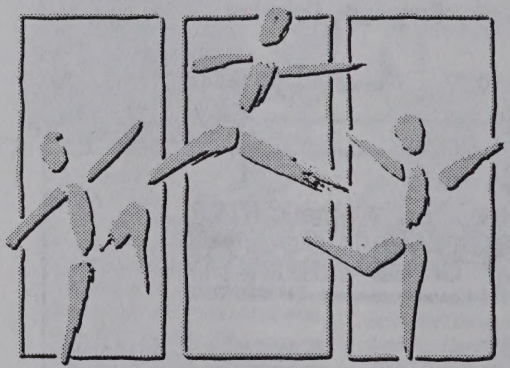

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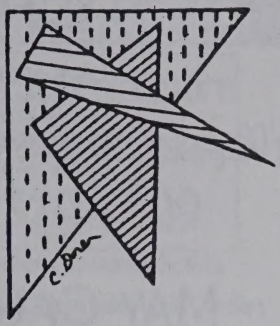

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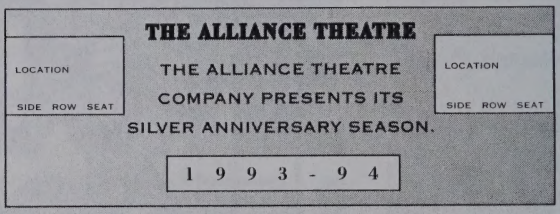

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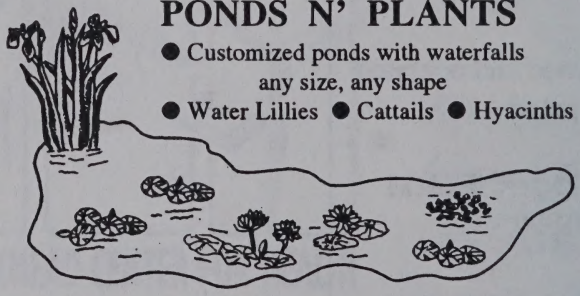
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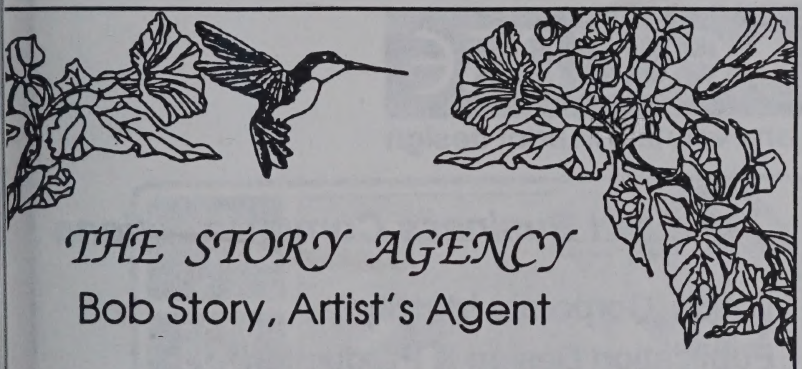

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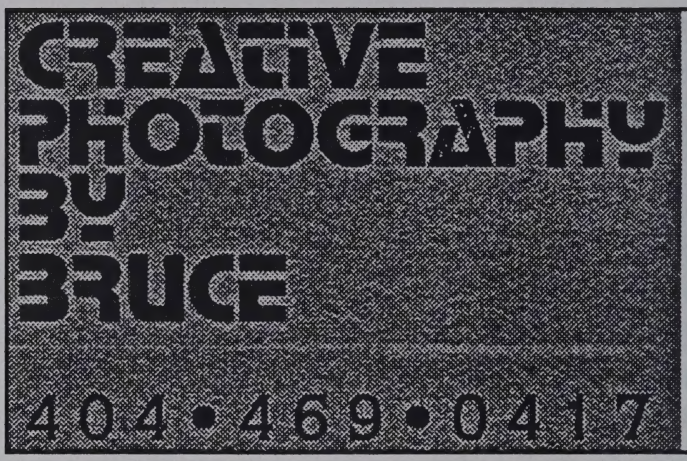

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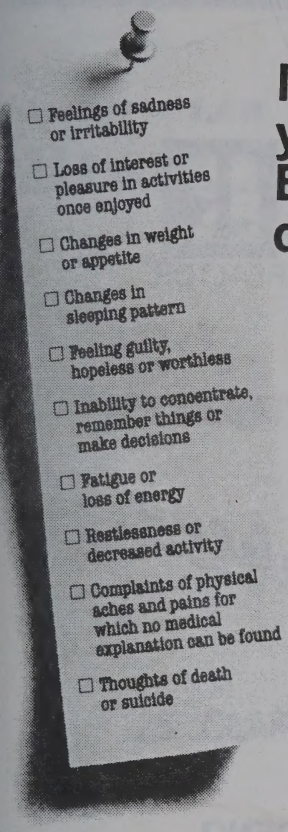
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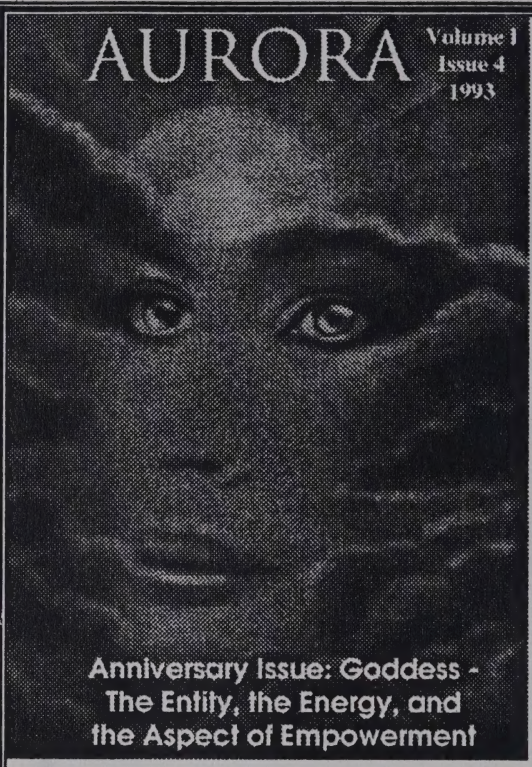

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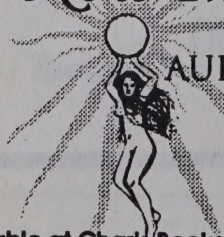

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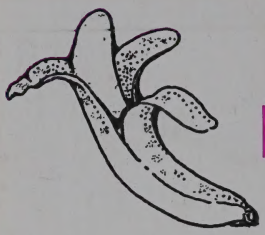

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